

U.S. Department of Justice

Washington, DC 20530

**Supplemental Statement****Pursuant to the Foreign Agents Registration Act of 1938, as amended**For 6 Month Period Ending October 31, 2021

(Insert date)

**I - REGISTRANT**

1. (a) Name of Registrant (b) Registration Number
- Fleishman-Hillard Inc. 5801
- (c) Primary Business Address
- 200 North Broadway  
Saint Louis, MO 63102

## 2. Has there been a change in the information previously furnished in connection with the following?

## (a) If an individual:

(1) Residence address(es) Yes ☐ No ☐(2) Citizenship Yes ☐ No ☐(3) Occupation Yes ☐ No ☐

## (b) If an organization:

(1) Name Yes ☐ No ☒(2) Ownership or control Yes ☐ No ☒(3) Branch offices Yes ☐ No ☒

## (c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

**IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSES TO ITEMS 3, 4, 5, AND 6.**3. If the registrant previously filed an Exhibit C<sup>1</sup>, state whether any changes therein have occurred during this 6 month reporting period. Yes ☐ No ☒If yes, has the registrant filed an updated Exhibit C? Yes ☐ No ☐

If no, please file the updated Exhibit C.

Not applicable.

<sup>1</sup> The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

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4. (a) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐ No ☒ \*

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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\* In the ordinary course of business, employees (including senior-level) join or are promoted from time to time. Registrant's key decision-makers and senior-most executive management have remained generally constant.

(b) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes ☐ No ☒ \*

If yes, furnish the following information:

Name	Position	Date Ceased
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\* In the ordinary course of business, employees (including senior-level) depart from time to time. Registrant's key decision-makers and senior-most executive management have remained generally constant.

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5. (a) Has any person named in Item 4(a) rendered services directly in furtherance of the interests of any foreign principal? Not applicable.

Yes ☐ No ☐

If yes, identify each such person and describe the service rendered.

Name	Foreign Principal(s) Represented	Services
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(b) During this 6 month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

Name	Residence Address	Citizenship	Position	Date Assumed
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(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
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(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
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See Attachment 5.

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6. Have short form registration statements been previously filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement or submitted with this filing? Yes ☒ No ☐

If no, list names of persons who have not previously filed the required statement or are not submitting a short form with this filing.  
Not Applicable

**II - FOREIGN PRINCIPAL**

7. Has the registrant's connection with any foreign principal(s) ended during this 6 month reporting period?

Yes ☐No ☒

If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Has the registrant added any new foreign principal(s)<sup>2</sup> during this 6 month reporting period?

Yes ☒No ☐

If yes, furnish the following information:

Foreign Principal

Date Added

United Arab Emirates

September 10, 2021

9. In addition to those named in Items 7 and 8, if any, list the foreign principal(s) whom the registrant continued to represent during the 6 month reporting period.

OCP S.A.

10. (a) Has the registrant filed Exhibits A and B for the newly added foreign principal(s), if any, listed in Item 8?

Exhibit A<sup>3</sup>Yes ☒No ☐N/A ☐Exhibit B<sup>4</sup>Yes ☒No ☐N/A ☐

If no, please file the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal(s) whom the registrant represented during this 6 month period?

Yes ☐No ☒

If yes, has the registrant filed an amendment to these exhibits?

Yes ☐No ☒

If no, please file the required amendment.

<sup>2</sup> The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

<sup>3</sup> The Exhibit A, which is filed on Form NSD-3, sets forth the information required to be disclosed concerning each foreign principal.

<sup>4</sup> The Exhibit B, which is filed on Form NSD-4, sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

**III - ACTIVITIES**

11. During this 6 month reporting period, has the registrant engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail all activities and services:

Foreign Principal	Activities/Services
See Attachment 11.	

12. During this 6 month reporting period, has the registrant, on behalf of any foreign principal, engaged in political activity<sup>5</sup> as defined below? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures, social media, internet postings, or media broadcasts, give details as to dates, places of delivery, names of speakers and subject matter. The response must include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

Set forth below a general description of the registrant's political activities.  
See Attachment 12.

Set forth below in the required detail the registrant's political activities.

Foreign Principal	Date	Contact	Method	Purpose
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13. In addition to the above described activities, if any, has the registrant engaged in activity or rendered any services on its own behalf which benefits the registrant's foreign principal(s)? Yes ☐ No ☒

If yes, describe fully.

Foreign Principal	Activities/Services
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<sup>5</sup> "Political activity," as defined in Section 1(o) of the Act, means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

**IV - FINANCIAL INFORMATION****14. (a) RECEIPTS-MONIES**

During this 6 month reporting period, has the registrant received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☐ No ☒

If no, please explain why no monies were received.

Beginning on March 12, the only activities performed by Registrant on behalf of OCP S.A. was the hosting of the standwithusfarmers.com website. As a result, no additional payments were received.

Registrant has not yet invoiced for activities performed on behalf of the United Arab Emirates, and hence no payments were received in connection with those activities.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.<sup>6</sup>

Foreign Principal	Date Received	From Whom	Purpose	Amount	Subtotal
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Total

**(b) RECEIPTS - FUNDRAISING CAMPAIGN**

During this 6 month reporting period, has the registrant received, as part of a fundraising campaign<sup>7</sup>, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, has the registrant previously filed an Exhibit D<sup>8</sup> to its registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date \_\_\_\_\_

If no, please file the required Exhibit D.

**(c) RECEIPTS-THINGS OF VALUE**

During this 6 month reporting period, has the registrant received any thing of value<sup>9</sup> other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date Received	From Whom	Purpose	Thing of Value
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<sup>6, 7</sup> A registrant is required to file an Exhibit D if he/she collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

<sup>8</sup> An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

<sup>9</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

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15. (a) **DISBURSEMENTS-MONIES**

During this 6 month reporting period, has the registrant disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement or transmitted monies to any such foreign principal? Yes ☒ No ☐

If no, explain why no disbursements were made.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Foreign Principal	Date	Recipient	Purpose	Amount	Subtotal
See Attachment 15(a).					

\$211.48

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Total

**(b) DISBURSEMENTS-THINGS OF VALUE**

During this 6 month reporting period, has the registrant disposed of anything of value<sup>10</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date	Recipient	Purpose	Thing of Value
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**(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, has the registrant (or any short form registrant) from its own funds and on its own behalf either directly or through any other person, made any contributions of money or other things of value<sup>11</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☒ No ☐

If yes, furnish the following information:

Date	Donor	Political Organization/Candidate	Method	Amount/Thing of Value
9/19/2021	Bailey Witt	Amanda Mays Bledsoe for State Senate	Online (Credit Card)	\$250

10, 11 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.



**V - INFORMATIONAL MATERIALS**

16. (a) During this 6 month reporting period, has the registrant prepared, disseminated or caused to be disseminated any informational materials?<sup>12</sup> Yes ☒ No ☐

(b) If yes, identify each such foreign principal for which informational materials were disseminated and respond to the remaining items in this section.

United Arab Emirates  
OCP S.A.

17. During this 6 month reporting period, has a budget been established or specified sum of money allocated to finance the registrant's activities in preparing or disseminating informational materials? Yes ☒ No ☐

If yes, identify each such foreign principal, and specify the period of time and the amount.

Foreign Principal	Period of Time	Amount
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A separate budget for activities in preparing and disseminating materials on behalf of the United Arab Emirates and OCP S.A. was not prepared. However, where applicable, such amounts are included are part of the overall receipts and disbursements reported.

18. During this 6 month reporting period, has the registrant's activities in preparing, disseminating or causing the dissemination of informational materials included the use of any of the following: \* See Attachment 18.

- |  |   |   |  |
|--|---|---|--|
| <input type="checkbox"/> Magazine or newspaper               | <input type="checkbox"/> Advertising campaigns  | <input type="checkbox"/> Press releases       | <input type="checkbox"/> Pamphlets or other publications |
| <input type="checkbox"/> Lectures or speeches                | <input type="checkbox"/> Radio or TV broadcasts | <input type="checkbox"/> Motion picture films | <input type="checkbox"/> Letters or telegrams            |
| <input type="checkbox"/> Email                               |   |   |  |
| <input type="checkbox"/> Website URL(s): _____               |   |   |  |
| <input type="checkbox"/> Social media websites URL(s): _____ |   |   |  |
| <input type="checkbox"/> Other (specify) _____               |   |   |  |

19. During this 6 month reporting period, has the registrant prepared, disseminated, or caused to be disseminated informational materials among any of the following groups: \* See Attachment 19.

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Public officials      | <input type="checkbox"/> Newspapers                   | <input type="checkbox"/> Libraries                |
| <input type="checkbox"/> Legislators           | <input type="checkbox"/> Editors                      | <input type="checkbox"/> Educational institutions |
| <input type="checkbox"/> Government agencies   | <input type="checkbox"/> Civic groups or associations | <input type="checkbox"/> Nationality groups       |
| <input type="checkbox"/> Other (specify) _____ |   |   |

20. Indicate the language used in the informational materials:

- ☒ English ☐ Other (specify) \_\_\_\_\_

21. Has the registrant filed with the FARA Unit, U.S. Department of Justice a copy of each item of such informational materials prepared, disseminated or caused to be disseminated during this 6 month reporting period? Yes ☒ \* No ☐

If no, please file the required informational materials. \* See Attachment 21.

22. Has the registrant labeled each item of such informational materials with the statement required by Section 4(b) of the Act?

- Yes ☐ No ☒ \* See Attachment 21.

<sup>12</sup> The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.



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**VI - EXECUTION**

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date

Printed Name

Signature<sup>13</sup>

Kelly Garner, Corporate Controller, Sr. VP  
& Sr. Partner, Fleishman-Hillard Inc.

Kelly Garner

Digitally signed by Kelly Garner  
Date: 2021.12.07 08:55:22 -06'00'

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<sup>13</sup> This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

**ATTACHMENTS TO SUPPLEMENTAL STATEMENT  
FOR PERIOD ENDING OCTOBER 31, 2021**

Fleishman-Hillard Inc. (FARA Reg. No. 5801)

**ATTACHMENT 5****Short Form List**

5(d). The below table provides information related to status of each of the individuals listed on the current Short Form List provided to Registrant by the FARA Registration Unit.

<b>Last Name</b>	<b>First Name</b>	<b>Registration Date</b>	<b>Date Connection with Foreign Principal Terminated</b>
Adolph	Michael	01/30/2021	Terminated in Supplemental Statement for Period Ending April 30, 2021
Belding	Arman	01/30/2021	Terminated in Supplemental Statement for Period Ending April 30, 2021
Bernard	Mikael	01/30/2021	Terminated in Supplemental Statement for Period Ending April 30, 2021
Bueno	Alexander de la Torre	01/30/2021	Terminated in Supplemental Statement for Period Ending April 30, 2021
Evenson	Erin	10/13/2020	
Franklin	James	01/30/2021	Terminated in Supplemental Statement for Period Ending April 30, 2021
Girouard	Spencer	10/09/2020	
Graziano	Devon	01/30/2021	Terminated in Supplemental Statement for Period Ending April 30, 2021
Hart	Colin	9/10/2021	
Heibeck	Olivia	01/30/2021	Terminated in Supplemental Statement for Period Ending April 30, 2021
Jada	Amanda	9/10/2021	
Mulcahy	Sarah	3/10/2021	Terminated in Supplemental Statement for Period Ending April 30, 2021
Powers	Shelby	9/10/2021	
Rahman	Kamilla	6/26/2020	Terminated in Supplemental Statement for Period Ending April 30, 2021

Rand	Amy	9/10/2021	
Sadlier	Lizanne	10/13/2020	
Sanchez	Nicole	01/30/2021	Terminated in Supplemental Statement for Period Ending April 30, 2021
Schmidt	Michael Thomas	9/10/2021	
Tchoukaleff	Tayler	10/09/2020	
Teahan	Caitlin	06/26/2020	Terminated in Supplemental Statement for Period Ending April 30, 2021
Witt	Bailey	10/12/2020	
Zagora	Anthony	10/09/2020	

## **ATTACHMENT 11**

### **Activities for and Services Rendered to Foreign Principals**

#### **United Arab Emirates**

The following describes the communications activities undertaken on behalf of the United Arab Emirates from May 1, 2021, through October 31, 2021.

#### **May 2021 – September 2021**

Registrant did not engage in registrable activities on behalf of the United Arab Emirates during this period.

#### **September 2021 - October 2021**

- Media relations to amplify United Arab Emirates' initiatives, including media outreach and coordinating interviews for UAE ministers regarding food security and climate change, the UAE space agency, entrepreneurship and small and medium enterprises, Projects of the 50, the new Emirati Interplanetary Mission, and the Net Zero by 2050 initiative.
- Coordinated, planned and set up a virtual forum hosted by the U.S. Chamber of Commerce on October 26 that addressed opportunities for American businesses and investments in the UAE.

#### **OCP S.A. (OCP Group)**

The following describes the communications activities undertaken on behalf of OCP S.A. (OCP Group) from May 1, 2021, through October 31, 2021.

- Hosted StandwithUsFarmers website

## **ATTACHMENT 12**

### **Political Activities**

#### **United Arab Emirates**

The following describes the political activities undertaken on behalf of the United Arab Emirates from May 1, 2021, through October 31, 2021.

#### **May 2021 – September 2021**

Registrant did not engage in political activities on behalf of the United Arab Emirates during this period

#### **September 2021 – October 2021**

- Media relations to amplify United Arab Emirates' initiatives, including media outreach and coordinating interviews for UAE ministers regarding food security and climate change, the UAE space agency, entrepreneurship and small and medium enterprises, Projects of the 50, the new Emirati Interplanetary Mission, and the Net Zero by 2050 initiative.
- Coordinated, planned and set up a virtual forum hosted by the U.S. Chamber of Commerce on October 26 that addressed opportunities for American businesses and investments in the UAE.

#### **OCP S.A. (OCP Group)**

The following describes the political activities undertaken on behalf of OCP S.A. (OCP Group) from May 1, 2021, through October 31, 2021.

- Hosted StandwithUsFarmers website

**ATTACHMENT 15(a)****Disbursements: Monies****United Arab Emirates**

Registrant did not disburse monies in connection with registrable activities on behalf of the United Arab Emirates during the reporting period.

**OCP S.A. (OCP Group)**

<b>Amount</b>	<b>Description</b>
\$211.48	Administration for standwithusfarmers website (renewal of domain name, hosting)

**TOTAL: \$ 211.48**



**ATTACHMENT 18**

**United Arab Emirates**

During this six-month reporting period, registrant's activities in preparing, disseminating, or causing the dissemination of informational materials included the circulation of press releases and media outreach to editors and reporters to coordinate interviews with UAE ministers.

**OCP S.A. (OCP Group)**

During this six-month reporting period, registrant's activities in preparing, disseminating, or causing the dissemination of informational materials included the use of the following:

Website URLs: [standwithusfarmers.com](http://standwithusfarmers.com)

**ATTACHMENT 19**

**United Arab Emirates**

During this reporting period, Registrant's activities on behalf of the United Arab Emirates included circulating press releases and conducting media outreach via email to the following groups:

Editors

Other: Reporters

**OCP S.A. (OCP Group)**

During this six-month reporting period, Registrant hosted the standwithusfarmers.com website which targeted to farmers/interested parties but was generally accessible to the public.

**ATTACHMENT 21**

In the course of due diligence in preparing this Supplemental Statement, Registrant identified that it inadvertently failed to timely file copies of press releases and media outreach to editors and reporters on behalf of the United Arab Emirates. This omission resulted from the addition of new personnel to the project after a period of inactivity, unintentional error, and insufficient communication between team members related to the requirements regarding informational material. The materials were filed electronically on December 7, 2021 and copies are enclosed with this Supplemental Statement. The materials did not include the label required under Section 4(b) of the FARA, although Registrant believes that from content and context it would have been clear to the recipients of the materials that Registrant was acting on behalf of the United Arab Emirates in circulating those materials. Team members have been reminded about the requirements, and will receive additional refresher training on FARA compliance.

## **Sweeping projects to lead the UAE's next era of growth**

### **UAE Ministers announce the first set of “Projects of the 50”**

- **UAE to undertake comprehensive economic partnership agreements with eight key countries around the world**
- **A series of initiatives to attract FDI to key industry sectors in the UAE, increase UAE exports and direct investment outflows to select countries.**

**UAE, September 05, 2021** – UAE ministers have announced the first set of bold strategic projects aimed at fostering the UAE's new phase of growth – both domestically and internationally – and embarking on an ambitious growth strategy as the nation celebrates its golden jubilee and embarks on the 50 years to come.

The “Projects of the 50” is a series of developmental and economic projects that will be rolled out throughout September, which aim to accelerate the UAE's development and consolidate into a comprehensive hub in all sectors and establish its status as an ideal destination for talents and investors.

In a press conference held on Sunday, UAE ministers and senior officials announced the first set of projects, which include new and amended visa schemes, comprehensive global campaigns to attract foreign investment, national initiatives to support emerging Emirati companies and boost the quality of national products, partnerships with major economies across the world, and programmes to support the applications of the Fourth Industrial Revolution in all sectors. All of these projects seek to establish the UAE as a global nation and a testbed for technologies and innovation.

The ministers and officials who spoke at the conference on Sunday were: His Excellency Mohammad Al Gergawi, Minister of Cabinet Affairs; His Excellency Dr Sultan Al Jaber, Minister of Industry and Advanced Technology; His Excellency Abdulla bin Touq, Minister of Economy; His Excellency Omar AlOlama, Minister of State for Artificial Intelligence, Digital Economy and Remote Work Applications; His Excellency Dr Thani Al Zeyoudi, Minister of State for Foreign Trade; Her Excellency Sarah Yousef

Al Amiri, Minister of State for Advanced Technology; and His Excellency Saeed Al Eter, Chairman of the UAE Government Media Office.

Al Gergawi explained that the vision for the next 50 years is to make the UAE the global capital of investment and economic creativity, an integrated incubator for entrepreneurship and emerging projects, and an advanced laboratory for new economic opportunities. He stressed how the “Projects of the 50” provides impetus for investment in the digital and circular economies, and those based on the applications of artificial intelligence and the fourth industrial revolution.

He said, “Over the past five decades, the UAE has opened its doors, ports, skies and economic sectors to become a destination for all, and we will continue on this path as we establish a pathway for 50 more years of development and opportunity. ‘Projects of the 50’ presents to the world a unified economic and investment identity for the next developmental stage in the UAE, establishing an agenda for the next 50 years based on development and opportunity.”

‘Projects of the 50’ cover several key sectors including economy, entrepreneurship, advanced skills, digital economy, space and advanced technologies.

The series of development and economic projects aim to accelerate the UAE’s economic growth and diversification to ensure a decent life for its citizens and residents, enhance both the public and private sectors, and build a brighter future for the next generations.

### **Modernisation of visa and work permits**

One of the key legislative changes being introduced as part of “Projects of the 50” is a restructuring of the entry and residency system, which is being upgraded to confirm the UAE’s position as an ideal destination for work, investment, entrepreneurship, education and life.

Among the package of new regulations is the introduction of the **Green Visa**, which expands the self-residency status to investors, entrepreneurs, highly skilled individuals,

top students and graduates, and the federal **freelancers visa** for self-employed workers based in the UAE and overseas in specialised fields such as artificial intelligence, Blockchain and digital currencies.

The new regulations also include expanding the **Golden Visa** eligibility to include managers, CEOs, specialists in science, engineering, health, education, business management and technology, while the pathway has been smoothed for highly skilled and specialised residents, investors, entrepreneurs, scientists, pioneers, leading students and graduates.

**New visa schemes include:**

**Green Visa**, which distinguishes between work permits and residencies, enables highly skilled individuals, investors, entrepreneurs and top students and graduates to sponsor themselves. Green Visa involves:

- Sponsorship of young people until the age of 25 instead of 18
- Extending the grace period for leaving the country upon job loss or retirement to 90-180 days instead of 30.
- Sponsorship of parents

**Freelancers Visa**, which is the first federal scheme of its kind, and enables self-employers to sponsor themselves.

**Other specific regulatory changes include:**

- Extension of business trip permits from 3 months to 6 months
- Sponsorship of parents under the visa of direct family members
- One-year residency extension for humanitarian cases
- Extension of children's age limit on parents' residency from 18 to 25 years
- Extension of grace period upon job loss or retirement to 90-180 days



The measures have been introduced to enhance the competitiveness and flexibility of the UAE labour market, facilitate sector growth, spur knowledge transfer and skills development, and create greater stability and security for residents.

### **Comprehensive economic partnership agreements**

As part of the efforts to consolidate the UAE's position as a main gateway for global trade and investment, the UAE Government is undertaking comprehensive economic partnership agreements with eight key global markets around the world. The agreements aim to achieve an AED40 billion annual increase to the UAE's current AED257 billion trade volume with these markets. The agreements fall under the UAE's global economic partnerships strategy, which aims to double the size of the national economy from AED1.4 trillion to AED3 trillion over the next 10 years.

The countries with which deals were signed are distinguished by large markets that constitute 10% of the world's GDP, with trade between the Emirates and these countries valued at some annual \$80 billion. Besides being home to 26% of the world's population, the eight countries possess large markets with high demand for goods and services, in addition to strong trade and economic relations in their respective regions.

The initiative will help develop the UAE's network of trade and investment partners, ensure the flow and growth of Emirati trade with the world, and confirm the important role of the UAE in developing and facilitating global trade.

In conjunction, the UAE Government also approved the "Higher Committee for Economic Agreements" to oversee the expansion of partnerships with new markets and seize new investment and economic opportunities to sustain the growth of the national economy.

His Excellency Abdulla Bin Touq Al Marri, Minister of Economy, was appointed as the committee's chairman, while His Excellency Suhail Mohamed Al Mazrouei, the Minister of Energy and Infrastructure, has been appointed as the vice chairman. Committee members are: His Excellency Sultan Al Jaber, Minister of Industry and Advanced



Technology; His Excellency Obaid Al Tayer, Minister of State for Financial Affairs; His Excellency Dr. Thani Al Zeyoudi, Minister of State for Foreign Trade; His Excellency Ali Al Neyadi, Commissioner (Chairman) of Federal Customs Authority; His Excellency Khaled Mohamed Balama, Governor of the UAE Central Bank; His Excellency Khaldoon Khalifa Al Mubarak, member of Abu Dhabi's Executive Council, Founding Chairman of the Executive Affairs Authority of the Government of Abu Dhabi and Group CEO of Mubadala; and His Excellency Abdulla Al Basti, Secretary General of The Executive Council of Dubai.

His Excellency Dr. Thani bin Ahmed Al Zeyoudi, Minister of State for Foreign Trade, said: "The UAE, with its expertise and global economic standing, seeks to strengthen economic relationships with partners around the world, and facilitate the flow of trade between nations and continents, and to offer goods, merchandise, services, capital and investments more opportunities to reach their markets."

Al Zeyoudi added: "The development of the country's network of trade and investment partnerships in global markets will ensure the growth of UAE trade with the world. We are confident of the potential for broad cooperation between the UAE and eight key economic players during this stage, and the role the partnerships can play in promoting trade exchange, increasing the volume of joint investments, and supporting the national economy at all levels."

On the new residency schemes, His Excellency Dr. Thani bin Ahmed Al Zeyoudi said: "The restructuring of the residency system is a significant step towards enhancing efforts to attract qualified and highly skilled people, as well as facilitating business and creating an ideal destination to live and work."

### **Digital initiatives to prepare for the UAE's future**

The digital economy will be a major element of "Projects of the 50", reflecting the integral role that technologies and artificial intelligence will play in driving the country's next phase of its development.

### **UAE Data Law**

The UAE Data Law is the first federal law to be drafted in partnership with major technology companies. The law will empower individuals to control how their personal data is used, stored and shared in a move that aims to protect privacy of individuals and institutions and limit entities' use of personal data for profit.

### **100 Coders Every Day**

This program aims to attract 3,000 coders every month to the country's workforce, increasing the number of coders from 64,000 to 100,000 in 12 months, and to facilitate the establishment of programming companies in the UAE through a set of incentives and benefits.

### **PyCon Summit**

As part of the nation's drive towards a knowledge economy, the UAE will host "PyCon Summit", the largest programming summit to be held in the Middle East. The event, set to take place in the second half of 2022, will help develop digital talent and expertise, inspire innovative technology projects, and connect a global community of programmers with the public and private sectors, as well as academic institutions.

The summit will bring together experts, leaders, talents, specialists and interests in the field from all over the world, and hold workshops, panel discussions and training sessions to showcase the latest trends and developments in programming and the digital economy.

His Excellency Omar bin Sultan Al Olama, Minister of State for Artificial Intelligence, Digital Economy and Remote Work Applications, said: "The new initiatives related to the digital economy aim to attract significant investments and funding in the new economic opportunities around digital transformation, artificial intelligence and the emerging technologies that will shape the smart societies of the future. The digital economy and artificial intelligence will certainly have a pivotal role in supporting the country's efforts to

transition to a knowledge economy that focuses on sectors with high added value.”

### **The Fourth Industrial Revolution Network to establish 500 national technology companies**

As part of the “Projects of the 50”, the UAE Government launched the Fourth Industrial Revolution Network to promote the adoption of advanced technologies in the national industrial sector. The project, which aims to establish and grow 500 national companies equipped with the technologies of the Fourth Industrial Revolution, will be key in creating an attractive business environment to meet the needs of local and international investors, support the continuous growth of national industries, improve their competitiveness, and enhance the UAE’s position as a global destination for pioneering future industries with world-class infrastructure and a skilled and technologically advanced workforce.

The network is designed to provide a platform that brings together 15 leading national companies in technology adoption to transfer knowledge, share best practices and train 100 CEOs in the industrial sector on the latest digital trends.

Through the network, the Smart Industry Readiness Index will be developed to support the digital transformation of 200 industrial companies after evaluating the efficiency of digital operations.

ADNOC, Strata, EDGE and Emirates Global Aluminium will be joined by leading global companies in technology development such as Siemens, Microsoft, Cisco and IBM to share successful implementation of advanced technology and applications of the Fourth Industrial Revolution.

Sarah Al Amiri, Minister of State for Advanced Technology, said: “The applications of the Fourth Industrial Revolution will form a cornerstone of the nation’s economic success and international competitiveness over the next 50 years. The Fourth Industrial Revolution Network seeks to advance future sectors in line with the UAE’s vision to enhance competitiveness across multiple sectors, create new job opportunities and



attract talents to be part of its future.”

### **Enhancing the competitiveness of the UAE business environment**

As part of “Projects of the 50”, the UAE Government has launched three initiatives designed to strengthen the UAE’s ability to keep pace with the ever-evolving global economy and consolidate its position as one of the world’s most attractive countries for foreign direct investment.

#### **10x10**

The 10x10 program aims to achieve an annual increase in the country’s exports by 10% in 10 key markets: China, the UK, the Netherlands, Italy, Russia, Poland, Luxembourg, Australia, New Zealand and Indonesia.

Through an integrated system of incentives and benefits, the project will work to achieve a 14% growth in cumulative foreign direct investment (FDI) outflow by 2030, and a growth of FDI directed to the targeted countries of 24% by 2030.

#### **Invest.ae**

The UAE Government has also announced the launch of a new electronic portal – **invest.ae** – that will act as an umbrella for all investment-related local entities and 14 state economic entities and present all investment opportunities across the UAE. The portal will also provide comprehensive information on the local investment environment, as well as business and bank account set-up services. It will also highlight entrepreneurial success stories.

This electronic platform is designed to showcase the UAE to major international companies and unicorn companies (billionaire companies), and encourage major global sovereign wealth funds to funnel investments to the country. It will also facilitate the identification of investors unable to invest in their own countries, open communication with them and incentivize the transfer of their investments to the UAE.

## **The Emirates Investment Summit**

The UAE will host the Emirates Investment Summit, a global summit that will connect investment funds with the public and private sectors to create investment opportunities that will attract AED550 billion in FDI over the next nine years. Scheduled to take place during the first quarter of 2022, the Summit seeks to build lasting partnerships between public and private sectors.

## **National In-Country Value Program**

One of the key elements of “Projects of the 50” is the adoption of the National In-Country Value Program at a federal level, which will facilitate the redirection of procurement and contract expenses to the local economy. The program reflects the UAE government’s commitment to enhancing the competitiveness of the national economy, promoting domestic products and supporting local small and medium-sized companies.

His Excellency Abdulla bin Touq Al Marri, Minister of Economy, said, “The initiatives reflect our belief that the economy and development are the two main axes shaping the country’s future. The UAE is a country built by the founders to be the most successful economy in the region, and its development process has been closely linked to its economy achievements. Through the three initiatives, we aim to spearhead efforts to establish the UAE as a global economic capital and a global gateway for trade and investment.”

By 2025, the program aims to create a demand for local products and services by redirecting more than 42% of procurement of the federal government and major UAE companies to local products and services, gradually implementing the program through 45 federal entities and 15 major national companies, and increasing local suppliers from 5,000 to 7,300.

It aims to contribute to advancing the economic and social development of the country by redirecting more than 50% of the spending of government agencies and national



companies on purchases and services to the national economy by 2031. It will seek to raise the procurement volume from AED33 billion to AED55 billion by 2025 and to provide competitive financing solutions to local suppliers.

Implemented under the supervision of the Ministry of Industry and Advanced Technology, the program will enable the UAE to reduce its dependence on imports in priority sectors, localize supply chains, support the national industrial sector and increase manufacturing and industrial output.

The program will also encourage the industrial sector to adopt the advanced technologies and solutions of the Fourth Industrial Revolution to improve production capacity and elevate product quality. In addition, it will motivate suppliers and international companies to increase spending on research and development, increasing the competitiveness of local products.

The program was first adopted in Abu Dhabi in 2018, and resulted in the redirection of nearly AED88 billion to the local economy, while the number of approved suppliers exceeded 5,000 in various sectors.

### **AED5 billion allocated to support Emirati projects**

To help facilitate the goals of “Projects of the 50”, the UAE Government has announced Project 5Bn, which involves the allocation of AED5 billion to support Emirati projects in priority sectors.

The AED5 billion is part of the Emirates Development Bank’s April 2021 allocation of AED30 billion to help accelerate industrial development, adopt advanced technology, and support entrepreneurship and innovation by 2025 – all to support its wider mission of increasing productivity, enhancing the industrial sector’s contribution to GDP and creating job opportunities for UAE’s citizens.

Supporting emerging Emirati businesses follows a forward-looking vision to diversify the economy and improve competitiveness, considering that SMEs in the UAE constitute a

major part of the national economy.

### **Tech Drive to support Fourth Industrial Revolution in the industrial sector**

The UAE Government launched “Tech Drive”, a AED5 billion programme to support advanced technology adoption in the industrial sector. Established in partnership with the Emirates Development Bank, the fund will support the industrial sector’s shift towards the applications of the Fourth Industrial Revolution over the next five years. It will also provide programmes and incentives to support entrepreneurs in the industrial sector, aiming to achieve a AED25 billion contribution to the GDP and raise productivity by 30%.

Through providing the necessary financing for companies and industrial institutions seeking to adopt the applications of the Fourth Industrial Revolution, Tech Drive aims to establish an attractive business environment for local and international investors and support the growth of national products.

The fund’s packages include financial and non-financial programs, direct and indirect lending, capital investment in emerging and small and medium-sized companies, and advisory and guidance services. Tech Drive operates as part of the efforts to advance the UAE’s economic diversification and industrial transformation.

His Excellency Dr. Sultan bin Ahmed Al Jaber, Minister of Industry and Advanced Technology, said: “The UAE is determined to raise the productivity of the industrial sector through the continuous adoption of the latest advanced technology applications in all operational processes. These ambitions reflect the pivotal role the industrial sector will play in achieving the country’s strategic national goals over the next 50 years.”

He added: “Supporting the industrial sector, and young Emirati companies in particular, demonstrates our forward-looking vision to develop the economy and enhance its competitiveness and performance. We have realized that financing is one of the challenges facing start-up or early-stage Emirati companies, and we hope that ‘Project 5Bn’ will underline the priority we put on supporting young citizens in the business



environment.”

On the “National Value-Added’ program”, he commented, “We are confident that the program will benefit national companies and suppliers by increasing the demand for their products and services, increasing opportunities to secure government contracts, and promoting the capabilities and products of local companies.”

**Subject Line: Interview with UAE Minister of State for Food Security and AeroFarms exec?**

Hi XX,

On the heels of last week's [UN Food Systems Summit](#), the global conversation around building more sustainable, equitable and resilient food systems has strong momentum, with urgent collaboration from governments and the private sector alike at the top of the global agenda.

While the United Arab Emirates, with its desert climate, isn't usually the first place that you think of when it comes to agriculture, through private sector partnerships, it is on its way to being a leader in the agtech innovation space. For instance, [AeroFarms](#), a leading vertical farming company, is building the [world's largest R&D indoor vertical farm](#) in Abu Dhabi.

I'm reaching out on behalf of the UAE's Government Media Office, to see if you would be interested in speaking to [Her Excellency Mariam Almhiri](#), **UAE Minister of State for Food Security**, and a **senior leader from AeroFarms to hear how they are addressing food security and climate change together in UAE.**

Together they can discuss:

- How the Abu Dhabi Investment Office is investing \$100 million (non-equity) in four top tier agtech ventures, including AeroFarms
- How the new farming facility will be dedicated to pioneering next generation agriculture in arid and desert climates – expected to be complete in Q1 2022
- How this plays into the Emirates' strategy and ambitions to work cross borders to tackle food security issues
- Why the Emirates in wants in invest in, and act as a launch hub for ag-tech start ups

If you would be interested in speaking to the Minister and AeroFarms to discuss the great opportunity for vertical farming and how UAE is supporting this new sector, please let me know and I'd be happy to set something up.

Thanks in advance,  
Shelby

**Subject Line: A Conversation w/ UAE's Minister of State for Entrepreneurship and SME**

Hi XX,

I hope you had a great weekend. I've been following some of your recent stories and thought you might be interested in connecting with HE Dr. Ahmad Belhoul Al Falasi, Minister of State for Entrepreneurship and Small and Medium Enterprises in the UAE – a country that is rising fast and competing with the largest economies in the world. HE Al Falasi is in charge of launching initiatives to strengthen the UAE's SME sector and support entrepreneurship in various industries.

The US-UAE trade relationship is more significant than ever, as the UAE is America's largest export market in the Middle East and invests billions in the American economy. Both countries are taking initiatives to [further strengthen the relationship](#).

I'd love to set up a time for you to meet with HE Al Falasi. He can talk to you about the significance of the relationship between the U.S. and UAE as well as some of the newest initiatives the UAE is rolling out to drive entrepreneurship and grow the SME sector.

Please let me know and I'd be more than happy to coordinate a meeting.

Thank you,  
Amanda

**Subject Line: A Conversation w/ Chairwoman of UAE's Space Agency**

Hi XX,

I came across your [insert personalized reference] and thought you might be interested in connecting with HE Sarah Al Amiri, Minister of State for Advanced Technology who also chairs the UAE Space Agency. HE Al Amiri has an impressive background spearheading critical initiatives in the UAE to drive technological advancements and overseeing the UAE Space Agency's efforts of pioneering the space sector. In fact, she led the team responsible for launching the Emirates Mars Mission – making the UAE the first Arab nation and fifth country overall to enter its orbit.

The US-UAE trade relationship is more significant than ever before, as the UAE is America's largest export market in the Middle East and invests billions in the American economy. Both countries are taking initiatives to [further strengthen the relationship](#).

If you're interested, HE Al Amiri can talk to you about the significance of the relationship between the U.S. and UAE and go into detail about some of the recent initiatives her country is taking to make advancements in technology and space – two sectors that are quickly evolving globally.

Please let me know and I'd be more than happy to coordinate a meeting.

Thank you!  
Amanda

**Subject Line: Beyond Texas, More US Tech Startups Moving to the UAE**

XX, hi.

Not only are tech startups fleeing from California to other parts of the U.S., but also to other countries, like the United Arab Emirates (UAE). Companies are increasingly taking advantage of new initiatives being launched by the country, which is rising fast and competing with the largest economies in the world.

**I'd love to introduce you to H.E. [Sarah Al Amiri](#), who at only 33 years old, is the UAE Minister of State for Advanced Technology, and also chairs the UAE Space Agency.** During an interview Sarah would address the incentives and programs her country is rolling to attract U.S. entrepreneurs and innovators. Specific topics would include the following:

- A new Green Visa which is open to skilled individuals, investors, entrepreneurs, top graduates and other emerging leaders in specialized fields like AI, blockchain and digital currencies.
- The expansion of a Golden Visa for CEOs, senior business leaders and specialists in advanced fields. This allows people to move to the UAE without needing a traditional employment-sponsored visa.
- The launch of a new digital and data economy strategy, which includes a new data privacy law to govern how data is gathered, stored and shared.
- The hosting of "PyCon Summit", which will be the largest coding and programming summit in the Middle East.
- The UAE's efforts to drive the fourth industrial revolution by supporting the creation or expansion of 500 new advanced technology, innovation and manufacturing companies.

I will call you to schedule a possible interview with Sarah. In the interim, if you have any questions or would like more information about entrepreneurs and U.S. startups that launched their businesses in the UAE, please let me know and I'd be happy to share that with you.

Thank you,  
Amanda



**Subject Line: UAE 1st in Mideast to pledge net zero by 2050**

XX, hi.

With COP26 just weeks away, I wanted to share an exciting announcement from the United Arab Emirates (UAE), which today announced its Net Zero by 2050 Strategic Initiative to achieve net-zero emissions by 2050. The UAE is the first country in the Middle East and North Africa region to make a commitment of this kind.

The initiative involves stakeholders in energy, economy, industry, infrastructure, transport, waste, agriculture, and the environment. These sectors will update relevant plans, strategies, and policies, and implement initiatives and projects to achieve net zero by 2050 in line with their needs and growth requirements.

**Let me know if you'd be interested in learning more and speaking with Her Excellency Mariam Almheiri, UAE Minister for Climate Change and Environment about this announcement.** I'd be happy to set something up!

Thank you,  
Amanda  
c.813-808-0736

**PRESS RELEASE**

**UAE Announces Net Zero by 2050 Strategic Initiative**

**Emirates First MENA Nation to Declare Net Zero Strategy. Move Supports Principles of the 50 Roadmap: Multi-Stakeholder Drive Ties Energy, Economy, Industry, Infrastructure, Transport, Waste Management, Agriculture to the Environment**

**UAE: 7 October 2021** – The United Arab Emirates today announced the UAE Net Zero by 2050 Strategic Initiative, a national drive to achieve net-zero emissions by 2050, making the Emirates the first Middle East and North Africa (MENA) nation to do so. The initiative aims to underpin dynamic economic growth alongside positive environmental impact.

"We are committed to seize the opportunity to cement our leadership on climate change within our region and take this key economic opportunity to drive development, growth and new jobs as we pivot our economy and nation to net zero. With an investment of over Dhs 600 billion in renewable energy, our vision for a clean future is clear." Commented His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the United Arab Emirates and Ruler of Dubai.

The announcement, made at Expo 2020 in Dubai, aligns with the Principles of the 50 – the UAE's roadmap for accelerating national economic development to mark the country's golden jubilee year, as the nation enters a new 50-year cycle of growth. The major economic opportunities offered by the path to net zero directly support a vision to develop the Emirates into the most dynamic economy in the world.

His Highness Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, said: "With our announcement today of our plan to achieve climate neutrality by 2050, the UAE continues our effective role in climate control issues, adding our support to international efforts to mitigate climate change with a range of effective community and economic initiatives. In achieving climate neutrality in the UAE by 2050, we aim to develop an approach that both drives sustainable economic growth and is an exemplar of working together to achieve a better future for humanity."

The announcement took place at the conclusion of a government-wide accelerator program initiated earlier this year. The Government Accelerator for Climate Ambition and Economic Development took a holistic approach to developing the framework for the UAE's pathway to net zero, leveraging strategies for green economic growth and job creation. The initiative integrated the work of ministries and private sector entities in cross-sectoral teams focused on fast-tracking effective policymaking and implementation.

"The UAE Net Zero Strategic Initiative is an open invitation to the world to collaborate with the UAE in developing practical solutions, boosting multilateralism, and creating opportunities for sustainable socio-economic development," Said His Excellency Dr Sultan Al Jaber, UAE Minister of Industry and Advanced Technology and Special Envoy for Climate Change. "Critically, we will leverage the development pathway to net zero as a vehicle to create economic value, increase industrial competitiveness and enhance the UAE's standing as an attractive destination for investment, in line with the UAE's vision of progress for the next 50 years. The UAE net zero by 2050 strategic initiative offers new opportunities for economic progress and also further establish the UAE as an ideal location to live, work, raise families and create communities."

The UAE Net Zero by 2050 strategic initiative aligns with the Paris Agreement, which calls on countries to prepare long-term strategies to reduce greenhouse gas (GHG) emissions and limit the rise in global temperature to 1.5°C compared to pre-industrial levels.

Today's announcement takes into consideration the needs and priorities of the key economic sectors in the country, and supports their efforts to benefit from green growth opportunities. Federal and local government authorities will be responsible for preparing comprehensive studies and developing plans that introduce the measures necessary to reduce emissions while also ensuring economic growth based on principles of sustainability.

#### **Net zero in the UAE**

"The UAE is focused on balancing the requirements of economic growth, social inclusion and cohesiveness and limiting the impact of climate change on our environment and natural resources. Our announcement of the Net Zero 2050 strategic initiative is consistent with our drive to diversify and build a knowledge-based economy, adopt the principles of green and circular economy, protect the environment, attract foreign direct investment, and develop competencies in future growth areas," Said Her Excellency Mariam Almheiri, UAE Minister for Climate Change and Environment.

The Ministry of Climate Change and Environment (MOCCAEE) will lead and coordinate efforts to execute the UAE Net Zero by 2050 strategic initiative and ensure collaboration at national level to fulfil this objective. Stakeholders in key sectors, such as energy, economy, industry, infrastructure, transport, waste, agriculture, and the environment, will update relevant plans, strategies, and policies, and

implement initiatives and projects to achieve net zero by 2050 in line with their needs and growth requirements.

The implementation of the UAE Net Zero by 2050 strategic initiative will entail close cooperation with civil society, foreign governments, and international organizations, including the International Renewable Energy Agency (IRENA), which is headquartered in the UAE and currently engaged with 184 countries.

"The whole of the government's approach, combining the strategic thinking of key ministries together with the private sector, will leverage innovation and the breakthrough technologies of the Fourth Industrial Age. In so doing, we will call on the contribution of our academic institutions, large scale industrial players and innovative SMEs to create solutions that both drive down emissions, while creating jobs and sustainable economic growth." Said Al Jaber. "We will also partner with our friends and allies around the world to share knowledge, expertise and practical lessons so that our experience contributes to global progress and the UAE can benefit from best-in-class approaches from around the world."

The UAE's Special Envoy for Climate Change will continue to enhance the nation's climate action efforts by building international partnerships and joint initiatives that support the UAE Net Zero by 2050 strategic initiative. The country is leveraging its strong international relations to advance shared interests and drive sustainable development.

The deployment and use of clean energy solutions is one of the main pillars of the UAE's model of addressing the challenge of climate change and reducing GHG emissions. The country began financing clean energy projects more than 15 years ago, and has invested over US\$40 billion in the sector to date. Current trends predict the production capacity of clean energy, including solar and nuclear, to reach 14 GW by 2030, up from about 100 MW in 2015 and 2.4 GW in 2020.

In 2017, the country launched the National Climate Change Plan of the UAE 2017-2050, which sets out a framework for managing GHG emissions, adapting to the impacts of climate change, and diversifying the economy through innovation.

In December 2020, the nation submitted its second Nationally Determined Contribution (NDC) to the Secretariat of the UNFCCC, which entailed raising its climate ambition through several measures, including strengthening its efforts to reduce emissions by 23.5% compared to business as usual for the year 2030.

The UAE supports green infrastructure and clean energy projects worldwide, and has invested in renewable energy ventures worth around US\$16.8 billion in 70 countries with a focus on developing nations. It has also provided more than US\$400 million in aid and soft loans for clean energy projects. The UAE now enjoys the world's lowest-cost solar power and is home to three of the largest solar facilities in the world. It is also the first country in the region to deploy nuclear power and to develop industrial-scale carbon capture, utilization, and storage (CCUS).

Recognizing that agriculture is responsible for almost one-quarter of global carbon emissions, the UAE is leading efforts to drive innovation in agritech, in particular by reducing water and energy use in farming, with the aim of supporting the country's food security strategy by expanding the production of homegrown healthy crops and reducing reliance on food imports.



The UAE is also actively involved in international initiatives that pursue this goal. These include the Agriculture Innovation Mission for Climate (AIM for Climate), a multi-country commitment to increasing innovation in the agricultural sector that the nation announced together with the United States at the Leaders Summit on Climate, held virtually in April 2021 in Washington, DC, with the participation of His Highness Sheikh Mohammed bin Rashid Al Maktoum.

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**Subject Line: UAE Space Agency plans to go beyond Mars, orbit Venus**

XX, hi.

As governments and private companies around the world accelerate their efforts to make strides in space, the United Arab Emirates (UAE) Space Agency is quickly emerging as a leader in the sector, today announcing the commencement of a new Emirati interplanetary mission which will orbit Venus and make the Emirates the fourth nation to land a spacecraft on an asteroid.

The new mission, which is scheduled for launch in 2028, will explore the asteroid belt between Mars and Jupiter, the source of most meteorites that impact earth. Through its journey, the spacecraft will study seven main belt asteroids.

The mission was built on the knowledge and experience gained from the [Emirates Mars Mission](#) (EMM) and will involve significant participation from Emirati private sector companies, local engineers and academic and research institutions.

**Would you like to connect with the Chair of the UAE Space Agency, Her Excellency [Sarah Al Amiri](#)?** She can tell you more about the UAE's newest mission and how it will further accelerate the young nation's space engineering, scientific research and exploration capabilities and drive innovation and opportunity in the country's private sector.

Please let me know and I'd be happy to coordinate an interview. For more information, I've included a press release below and you can find photos, videos and background information [here](#).

Thank you,  
Amanda  
c. 813-808-0736

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**PRESS RELEASE**

**UAE Space Agency Announces New Emirati Interplanetary Mission**

*New Mission to Explore the Asteroid Belt Beyond Mars will be Constructed with Emirati Private Sector Participation*

**Dubai-UAE: 5 October 2021** – The United Arab Emirates Space Agency today announced the commencement of a new Emirati interplanetary mission, designed to further accelerate the young nation's space engineering, scientific research and exploration capabilities and drive innovation and opportunity in the country's private sector.

"We have set our eyes to the stars because our journey to development and progress has no boundaries, no borders and no limitations. Today we are investing in the generations to come." said Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the United Arab Emirates and Ruler of Dubai. "With each new advancement we make in space, we create opportunities for young people here on earth."

Built on the knowledge and experience gained from the Emirates Mars Mission (EMM), the new mission will involve significant participation from Emirati private sector companies. It is scheduled for launch in 2028, with the primary goal of exploring the asteroid belt between Mars and Jupiter, the source of most meteorites that impact earth.

Mohamed Bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the United Arab Emirates Armed Forces, said: "This new mission tests and extends the capabilities of Emirati youth in achieving Zayed's ambition to explore space. We are certain that our talented local engineers, academic and research institutions, which have so far made quantum leaps in developing our space sector, are well equipped to take on this daring new challenge."

The spacecraft will undertake a 3.6 billion-kilometer, five-year journey, which will see it perform gravity assist maneuvers by orbiting first Venus, then Earth in order to build the velocity required in order to reach the main asteroid belt, located beyond Mars. Its trajectory around Venus will see it reaching a solar proximity of 109 million kilometers, requiring substantial thermal protection and a furthest distance from the sun of 448 million kilometers, requiring high levels of insulation and spacecraft operation with minimal levels of available solar energy.

Through its journey, it will study seven main belt asteroids. It will be built using the substantial heritage and intellectual property (IP) acquired during the development of the Emirates Mars Mission and its Hope Probe, currently orbiting Mars and gathering unique data on Mars' atmospheric composition and interactions.

Sarah Al Amiri, Chair of the UAE Space Agency, said: "Our goal is clear: to accelerate the development of innovation and knowledge-based enterprises in the Emirates. This can't be done by going steady-state, this requires leaps in imagination, in faith and the pursuit of goals that go beyond prudent or methodical. When we embarked on the Emirates Mars Mission, we took on a six-year task that was in the order of five times more complex than the earth observation satellites we were developing. This mission is in the order of five times more complex than EMM."

The mission will make its first close planetary approach orbiting Venus in mid-2028, followed by a close orbit of Earth in mid-2029. It will make its first fly-by of a main asteroid belt object in 2030, going on to observe a total of seven main belt asteroids before its final landing on an asteroid 560 million kilometers from Earth in 2033. This will make the Emirates the fourth nation to land a spacecraft on an asteroid.

The mission brings extensive challenges that go beyond EMM in terms of spacecraft design and engineering, interplanetary navigation and complex systems integration, requiring new levels of performance from its communications, power and propulsion systems as well as demanding intensive mission control. The precise science goals and instrumentation to be deployed on the mission are to be announced in mid-2022.

The mission is to be developed in partnership with the Laboratory for Atmospheric and Space Physics (LASP) at the University of Colorado, Boulder. LASP was the primary knowledge transfer partner for EMM, bringing over seventy years' experience in spacecraft and instrumentation design and development and helping advise, train and develop the team of Emirati engineers, software developers and scientists who worked on EMM, many of whom will go on to work on this new mission.

Five initiatives are being launched around the new mission by the UAE Space Agency to accelerate the development of the UAE's space sector:

- A fully funded program to establish Emirati space sector businesses.
- Priority access to contracts and procurement for the mission by Emirati companies.
- A vocational training program to train young Emiratis on component assembly and space subsystems engineering.
- A program to bring local and international universities and research centers together to work on the mission, including LASP and Emirates University.

**-ENDS-**

#### **About the Emirates in Space**

The Emirates' journey to space started in 1997, with the launch of the country's first communications satellite, Thuraya. In 2006, it went from satellite operator to constructing its own satellites with the foundation of what is today the Mohammed bin Rashid SpaceCentre (MBRSC) and the commencement of its knowledge transfer partnership with South Korean company Satrec-I. Having developed two earth-observation satellites with Satrec, MBRSC in 2018 launched its first 100% Emirati-designed and built satellite, Khalifasat.

In 2014, the Emirates Mars Mission was announced, conceived to disrupt and accelerate the United Arab Emirates' space sector through shaping a scientific community and boosting Emirati advanced engineering, space science research and innovation. EMM's Hope Probe aims to build the first full picture of Mars's climate throughout the Martian year and reached Mars orbit in 2021, the 50th anniversary of the foundation of the UAE, which became an independent nation on December 2, 1971.

The UAE Space Agency was launched in 2014, to organize, regulate and support the space sector in the Emirates and is the funding body behind EMM and the Emirates' new mission to the main asteroid belt.

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